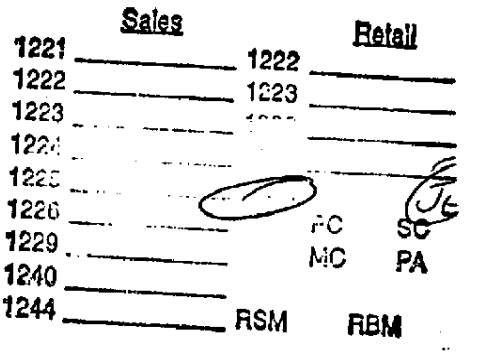
FSC-22-B	2/5/98
SUBJECT:	Competitive Marketing Activities and CATS - February 1998
Response Required?	X Yes
Date Required:	March 2, 1998

DISTRIBUTION:

X	AVP	X	KAM	X	DM
X	RSM	X	AM	X	RM
X	RBM	X	AE		Sales Rep
X	ROM				Retail Rep



Objective: Provide timely competitive information on an on-going basis from Field Sales to Winston-Salem.

Purpose: Timely information on competitive marketing activities is critical in order to determine potential impact of these activities on RJR promotions and programs.

Attached is the Competitive Marketing Activities and CATS input report for February 1998. Information for this report should be obtained from all Management as well as Sales Representatives. It is important that the information be reported at the division level **not the region level**.

When large scale sales meetings are scheduled/held by our competitors, it is often an indication of new brand introductions or major new programs. If you hear of any such activities, please call and report to Ext. 5154 or 7501 immediately or fax to 910-741-6892.

All new brand introductions, price increases, Direct Account Programs, and any other special activities should be reported ***immediately*** to:

Ed McAtee
800-852-8015, Ext. 5154
Fax: 910-741-6892

It is not necessary to follow the traditional lines of communication when reporting competitive information. All members of management are encouraged to call Winston-Salem directly. Also, please do not hold competitive information until this report is submitted - mail or fax information as it is received.

Whenever information or competitive items are sent to Winston-Salem, please ensure they are name stamped or identified with the name and division number.

Return attached report as soon as possible but no later than March 2, 1998.

Program Contact: Ed McAtee, extension #5154

R. J. REYNOLDS TOBACCO COMPANY

Attachment

51851 5376

Source: https://www.industrydocuments.ucsf.edu/docs/qspn0000

RETURN BY MARCH 2, 1998

COMPETITIVE MARKETING ACTIVITIES AND CATS

February 1998

Division/Div. # _____

Division Manager _____

Return To:
Mr. E. M. McAtee
10904
Bus. Strategy & Plan./Reynolds 9
FAX #: 910-741-6892

New Brand Alert

List all **new brands** introduced in your Division/District during the month of February only:

- Brown & Williamson _____

  _____

- Lorillard _____

  _____

- Philip Morris _____

  _____

- Liggett _____

  _____

- Other Tobacco Companies _____

  _____

- ***Competitor Meetings***

  It is becoming increasingly important for us to be aware of competitors meeting activities.

  Please report any activities immediately via phone 1-800-852-8015 ext. 5154

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Source: https://www.industrydocuments.ucsf.edu/docs/qspn0000

COMPETITIVE MARKETING ACTIVITIES AND CATS

February 1998

OTHER ACTIVITIES

- List competitive promotions that are in Direct Account Warehouses to be packed, but that have not appeared on the retail trade.

_____

_____

_____

- List below any other competitive activities such as sales force restructuring, activity on Indian Reservations, cigarette outlets, special events, etc.

_____

_____

_____

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Source: https://www.industrydocuments.ucsf.edu/docs/qspn0000

COMPETITIVE AREA TRACKING SYSTEM

CATS

February 1998

Follow the listed guidelines when completing monthly input report:

This report is designed to track primarily premium promotions and some selected coupon/buy some activities.

- Chain divisions are not to submit a report.
- Report promotions only within your division/district boundaries.
- *Exclude* any military couponing/premium activity.
- When reporting coupon/premium promotions, report only those that were observed on the retail trade. Report those observed in Direct Accounts on Page 2.
- On blank lines provided, list any premium promotions observed at retail that are not indicated on the form.
- Ensure report is in Winston-Salem by **March 2, 1998**.

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Source: https://www.industrydocuments.ucsf.edu/docs/qspn0000

Division Manager: _____

Division #: _____

Premium Retail Promotions

Legend
- OCC = On Carton Field Affixed Coupon
- ICC = Integrated Coupon Part of Carton
- OPC = ¢ Off Pack Coupon/VPR

FEBRUARY 1998

Philip Morris	Yes	No
• B&H - Free CD case w/2 packs	( )	( )
• Marlboro - 20¢ off pack	( )	( )
• Marlboro - $2 off carton	( )	( )
• Merit - B2G1F	( )	( )
• Parliament - Free deck of cards w/2 pks	( )	( )
• Virginia Slims - B2G1F	( )	( )
• Basic - $2 off carton	( )	( )
• Basic - 20¢ off pack	( )	( )
• Basic - B2G1F	( )	( )
• Basic - Buy 8 packs G 2 packs free	( )	( )
• Cambridge - B3G2F	( )	( )
• _____	( )	( )
P. Lorillard		
• Newport - B1G1F	( )	( )
• Newport - 30¢ off pack	( )	( )
• Newport - 40¢ off pack	( )	( )
• Newport - 50¢ off pack	( )	( )
• Maverick - 20¢ off pack	( )	( )
• Maverick - 30¢ off pack	( )	( )
• Maverick - 40¢ off pack	( )	( )
• Maverick - B1G1F	( )	( )
• Old Gold - B1G1F	( )	( )
• _____	( )	( )
• Kent - $2 OCC	( )	( )

BAT (B&W/ATC)	Yes	No
• Kool - B1G1F	( )	( )
• Kool - 30¢ off pack	( )	( )
• Kool - 40¢ off pack	( )	( )
• Kool - 50¢ off pack	( )	( )
• Carlton - B1G1F	( )	( )
• Carlton - 20¢ off stickers	( )	( )
• Carlton - $2.00 OCC	( )	( )
• Carlton - $3.00 OCC	( )	( )
• Carlton - $4.00 OCC	( )	( )
• GPC - $1.50 OCC	( )	( )
• GPC - $2.00 OCC	( )	( )
• GPC - $3.00 OCC	( )	( )
• GPC - $3.50 OCC	( )	( )
• GPC - $4.00 OCC	( )	( )
• Misty - B1G1F	( )	( )
• Misty - 15¢ off pack	( )	( )
• Misty - 20¢ off pack	( )	( )
• Misty - 30¢ off pack	( )	( )
• Misty - $1.50 OCC	( )	( )
• Misty - $2.00 OCC	( )	( )
• Misty - $3.00 OCC	( )	( )
• _____	( )	( )
• _____	( )	( )
Liggett & Myers		
• _____	( )	( )
• _____	( )	( )
Other Tobacco Company		
• _____	( )	( )
• _____	( )	( )

Special Request

Please report the most prevalent (not the highest) coupon/buydown amounts for the following brands. Also indicate if the amounts shown are higher than the previous month and if yes, how much they have gone up.

	Pack	Carton	Is Amount Higher Than Previous Month: Yes	No	If Yes, By How Much: Pack	Carton
GPC	____	____	____	____	____	____
Basic	____	____	____	____	____	____
Montclair	____	____	____	____	____	____

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Source: https://www.industrydocuments.ucsf.edu/docs/qspn0000